

## ORDER



**Orders**  
**Order / Rev:** 726389  
**Alt Order #:** 06401881  
**Product Desc:** DELANEY FOR CONGRESS  
**Estimate:**  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Luc Media, Inc./ POL  
**Buying Contact:**  
**Billing Contact:**  
 1027 33rd Street NW, Suite 260  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** J Delaney/D/Congress/MD  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	10	\$8,800.00	\$7,480.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	10	\$8,800.00	\$7,480.00	0.00
<b>Totals</b>	<b>10</b>	<b>\$8,800.00</b>	<b>\$7,480.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	11/02/12	11/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M--F--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			2		\$500.00		0.00				
2	WUSA	11/02/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M--F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			2		\$1,200.00		0.00				
3	WUSA	11/02/12	11/05/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M--F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			1		\$1,500.00		0.00				
4	WUSA	11/02/12	11/05/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M--F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			1		\$2,500.00		0.00				
E 5	WUSA	11/03/12	11/03/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	-----S-			3		\$300.00		0.00				
6	WUSA	11/06/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$500.00		0.00				

